

**Community Benefit Operations:** includes costs associated with assigned staff and community healthcare needs and/or assets assessment, as well as other costs associated with community benefit strategy and operations.

Community Benefit Operations and Report • 1 patient/clients served  
Requires year-long planning to capture the data for the community benefit report.

Derby Day • 1,100 patient/clients served  
A Shepherd Center Junior Committee (JC) fundraiser. Benefitting the Recreation Therapy Program, the JC is a volunteer corps of roughly 400 people who plan the Derby Day festivities.

Shepherd Cup Golf Tournament • 250 patient/clients served  
Residing at the Cherokee Country Club this event benefits the Annual Fund, which is a temporary restricted fund that helps the neediest of the community benefit programs.

Legendary Party • 600 patient/clients served  
Benefitting the Recreation Therapy, this event includes dinner and dancing and is accompanied by the Late Night After Party, which is opened to Shepherd Center Society and Junior Committee members.

Shepherd Center Society & Other Events • 500 patient/clients served  
The Shepherd Center Society is a volunteer corps that organizes Summer In The City. This fundraiser benefits the SHARE Military Initiative.

# COMMUNITY BENEFIT REPORT



## SHEPHERD CENTER

FISCAL YEAR END 2019

APRIL 1, 2018 – MARCH 31, 2019

# INVESTING IN COMMUNITIES TO IMPROVE HEALTH



## Shepherd Center Community Benefit 2019 Total

\$11.1 million



65%

**Traditional Charity Care**

Free or discounted health services provided to persons who cannot afford to pay and who meet the eligibility criteria of the Hospital's financial assistance policy.

**Subsidized Health Services**

Services provided to the community despite financial loss for the Hospital.

**Unpaid Cost of Medicaid**

These shortfalls reflect the difference between the actual cost of care for our patients and the amount the government provides.



5%

**Education & Research**

Professional education includes programs and certifications for physicians, nurses, externs, residents and other health professionals.

Research includes critical community health research and community health research and encompasses studies on technology that will advance and assist the community the we serve.



30%

**Community Investment**

Focuses on value-based-care, and offers tangible resources to help meet the special needs if our Client population through Internal and external initiatives designed to improve health outcomes.

**Community Building Activities:** programs that provide opportunities to address the root causes of health problems in our community.

Advocacy • 500 patient/clients served  
Supports the disability rights movement by monitoring local and federal legislation and upcoming issues that are expected to have an impact on the disability community.

AT University Access • 500 patient/clients served  
Assistive technology-based community model that will help patients gain greater confidence and promote independence with returning to productive community living.

Housing • 500 patient/clients served  
Provides temporary housing at no cost for families of newly-injured rehabilitation patients who live more than 60 miles from Atlanta.

RESCUE • 500 patient/clients served  
A program that provides home alert labels and education for people with physical and/or cognitive limitations who find themselves in emergency situations.

Injury Prevention • 500 patient/clients served  
Provides materials and expert instruction to school, employers, and local organizations on simple steps to preventing catastrophic injury.

**Financial and In-Kind Contributions:** Services donated to individuals or the community at large.

Atlanta Track Club Wheelchair Division of the Peachtree Road Race • 1 patient/clients served  
A program partner event that helps raise awareness and educate the general public about services available to them.

**Health Professional Education:** programs that provide scholarships or funding for professional education.

Summer Nurse Extern Program • 320 patient/clients served  
Trains new nurses in the specialized field of spinal cord and brain injury rehabilitation.

Residency Program • 42 patient/clients served  
trains medical residents in the specialized field of spinal cord and brain injury rehabilitation. This program has partnered with Emory University for more than 20 years.

**Subsidized Health Services:** Clinical services that meet a community need that are provided despite a financial loss.

Housing • 500 patient/clients served  
Provides temporary housing at no cost for families of newly-injured rehabilitation patients who live more than 60 miles from Atlanta.

RESCUE • 500 patient/clients served  
A program that provides home alert labels and education for people with physical and/or cognitive limitations who find themselves in emergency situations.

Injury Prevention • 500 patient/clients served  
Provides materials and expert instruction to school, employers, and local organizations on simple steps to preventing catastrophic injury.

## HOUSING STORY

By Kerry Ludlam

Shepherd Center doubled the capacity of its SHARE Military Initiative when the program moved into Shepherd Center's new building at 80 Peachtree Park Drive. The purchase of the 15,000-square-foot building was made possible by a \$3.8 million gift from the Marcus Foundation.

SHARE, which launched in 2008 with funding from the Marcus Foundation, is a comprehensive rehabilitation program that focuses on assessment and treatment for service men and women who have sustained a mild to moderate traumatic brain injury and PTSD while serving in post-9/11 conflicts. SHARE clients participate in individual and group therapy sessions and see their Shepherd Center physician in the program's clinic. With the expansion, the goal is to double the programs reach, treating up to 100 SHARE clients annually.

“This latest generous gift from the Marcus Foundation will allow us to expand the SHARE Military Initiative, which is a huge need,” says James Shepherd, co-founder and chairman of the board of Shepherd Center. “The new facility will allow SHARE to serve even more military service members so they can better manage the effects of injury as they transition into life after their military service.”

The Peachtree Park Drive facility also houses a complex concussion clinic. Led by Russell Gore, M.D., SHARE medical director, the clinic focuses on patients who have sustained concussions, but have not recovered fully within a typical timeframe and/or those who have experienced complications. Patients are evaluated clinically by Shepherd Center’s specialized medical team and undergo various types of therapy, if necessary.

Founded in 1975, Shepherd Center is a private, not-for-profit hospital located in Atlanta, Georgia. It is one of the nation's leading hospitals specializing in medical treatment, research and rehabilitation for people with spinal cord injuries, brain injuries, multiple sclerosis, chronic pain and other neuromuscular conditions. In fact, with 152 beds we are the largest brain and spinal cord injury hospital in the United States. Our mission is to help people with a temporary or permanent disability caused by injury or disease rebuild their lives with hope, independence and dignity, advocating for their full inclusion in all aspects of community life while promoting safety and injury prevention.

*“I accomplished a lot of things I thought I would never be able to do, thanks to the Shepherd Center.” former patient Rodney*

Shepherd Center defines **community benefit** as a planned, organized, and measured approach to services and activities that specifically address the healthcare needs of people with spinal cord and brain injury, Multiple Sclerosis, chronic pain, other neuromuscular diseases, as well as the family or loved ones impacted. Patients at Shepherd Center get more than medical care, but receive the full continuum of care -- from evaluation and medical treatment to rehabilitation and lifelong support programs -- that extends back to their communities. Our patient population has unique needs that are typically underserved, which makes Shepherd an important lifeline and resource for our patients throughout their life.

**Community benefit funding partially supports various value-added programs and services such as recreation therapy, animal-assisted therapy, patient outings, chaplaincy, assistive technology, peer support, back-to-school programs, and family programs.** We also offer specialized programs tailored to adolescents, patients with dual diagnosis (both brain and spinal cord injuries), patients on ventilators, and patients with low-level brain injuries.



